

Amendments to the Specification:

Please add the following abstract:

ABSTRACT OF THE DISCLOSURE

A system for providing advertising information. The system includes a plurality of motion sensors and a database. The plurality of motion sensors are configured to detect traffic information along one or more roadways and transmitting the detected traffic information. The database is configured to receive and store the detected traffic information transmitted by the plurality of motion sensors. The database includes advertising information of advertisers. The database is configured to presented at least a portion of the advertising information of advertisers when at least a portion of the detected traffic information is requested.